

## AMENDMENTS IN THE SPECIFICATION

*Please replace the paragraph beginning at page 9, line 24 with the following:*

A1  
As shown, server program 220 includes a push engine 222 for electronically transmitting issues of a publication to subscribers, for example according to a predetermined distribution schedule. For instance, for a daily serial publication (i.e., a serial that generates one new issue per day) push engine 222 might be programmed to initiate distribution at a certain time each day. Thus, an electronic subscription to THE WALL STREET JOURNAL<sup>®</sup>, offered by Dow Jones & Company, Inc. provides issues of the publication on a daily basis in an electronic format that is delivered to subscribers electronically via network connections. These electronic publications may include support for multimedia content (such as audio, animation, etc.). Server program 220 also contains a message content storage area 230 for holding the data that constitutes an issue, in preparation for distributing that issue. Also included in server program 220 is a subscriber database 240 for holding data relating to the subscribers. In particular, in the illustrative embodiment, subscriber database 240 holds the network addresses of the subscribers, as well as status settings which allow the server to distribute issues according to subscriber preferences. As described below with reference to **Figures 4, 5, and 6**, server program 220 also contains a status manager 250, which alters the status settings in subscriber database 240 in response to input from subscribers. Server program 220 receives that input through an input module 260.

*Please replace the paragraph beginning at page 17, line 4 with the following:*

A2  
In the illustrative embodiment, a Web browser is utilized to view issues, and server 10 ~~packages~~ associates a hypertext transfer protocol (HTTP) "cookie" with each issue sent to subscribers that have enabled push-on-read filtering. The push engine transmits a hypertext transfer protocol (HTTP) cookie to the subscriber with an issue, and the status manager determines whether the issue has been opened by reference to a corresponding cookie response from the subscriber indicating that client software has been utilized to open the issue. Accordingly, the mechanism used for the status update is the corresponding cookie response that the web browser automatically returns to server 10 when the issue is opened. Alternatively, however, client program 330 could be configured to identify subscribers who have opened an issue by transmitting status updates as HTTP functions (such as "PUT" or "POST") for storing

A2  
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data on server **10** or by sending e-mail to an address that server **10** has added to an HTTP header associated with the new issue (for example, in the FROM field of the HTTP header). In any case, however, if client program **330** is unable to successfully transmit the status update to server **10**, client program **330** preferably stores the new settings locally in push options storage area **360**.

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